



Chapter Nine:

Employment/ Economic Development

Chapter 9: Employment/Economic Development

Goal

Promote a healthy economy and additional employment opportunities by: supporting the retention and expansion of existing businesses including agri-business through sensible land use policies; providing land appropriately located and zoned for a variety of types and intensities of new economic development activities; and, maintaining a balance between economic development and population growth through diversified industrial expansion that offers job opportunities and steady employment for skilled workers.

The Significance to Carroll County

A healthy economy and ample employment opportunities are essential to maintaining a high quality of life in the County. Not only does a healthy economy promote the expansion and retention of existing businesses, it also encourages new businesses to consider locating in Carroll County. This, in turn, provides County residents with increased job opportunities and more buying power to support local businesses. Of equal importance is the effect a healthy economy has on the provision and cost of services to both County residents and businesses.

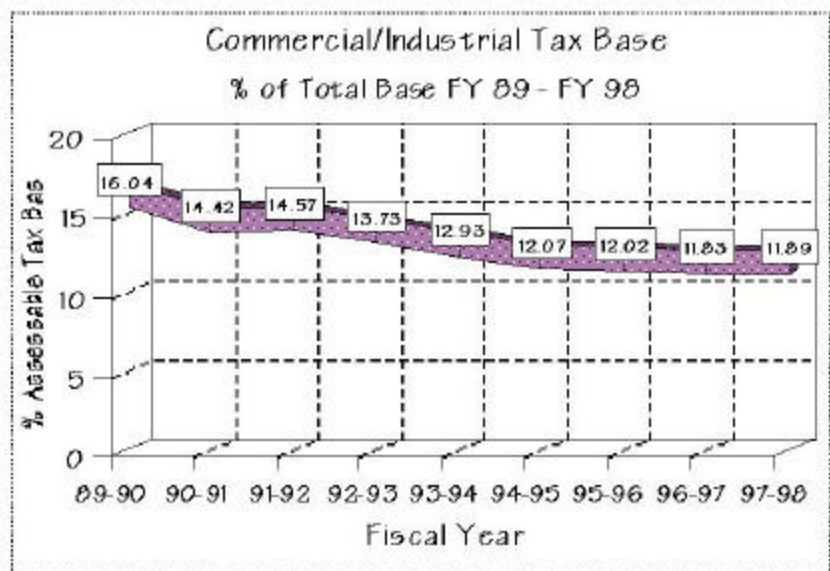
Currently, residential development contributes the greatest dollar amount to the County's revenue. It is followed by commercial/industrial development, which is then followed by agriculture. However, for every dollar contributed by residential development, roughly \$1.10 is expended by the County for services, especially schools. Conversely, for every dollar contributed to County revenue by commercial/industrial development, only about \$.56 is expended on services the County provides for that development. Likewise, agriculture only requires approximately \$.48 worth of services for every dollar it contributes. It should be remembered, however, that each type of development has other impacts associated with it that are not accounted for in the revenue/expenditure ratios. These impacts include levels of traffic congestion and impacts on air quality, levels of environmental protection or destruction, and compatibility with other types of development, among others.

The health and growth of the economy has a direct correlation to the number of jobs that exist in the County. The County has a strong tradition of cottage industries and small businesses, many of which have centered around the agricultural and manufacturing sectors. However, over the past 20 years, the services and trade sectors have more than quadrupled in terms of the number of jobs they provide. Jobs in the manufacturing sector, on the other hand, have decreased by almost one-third. This trend is expected to continue as the County's demographics and the types of industries attracted to the County change. Excepting the Board of Education, which is the County's largest employer, the next largest employer employs 1,200 people. The only other employer with greater than 1,000 employees are Carroll County General Hospital and the Springfield Hospital Center. Of the remaining top 20 employers (Carroll County Government excluded), the average number of employees is 277.

As of 1998, there were 64,400 jobs in Carroll County, an increase of 11,291 jobs since 1990. At the same time, the 1995 County labor force numbered 79,420. Only 44 percent of the resident labor force in 1990 (67,900 people) worked in the County. Since the number of people in the labor force has been almost twice as many as the number of jobs created in the County since 1990, it can be assumed that the percentage of residents working in the County has not substantially increased. The result is that a majority of the County residents must commute long distances to work. In fact, Carroll County has the highest median travel time to work of all the surrounding counties in the region. Apart from the negative effects long commutes can have on the emotional and physical well-being of people, they also create greater traffic congestion, which leads to poor air quality and greater service demands on the automobile.

The Challenge to Carroll County

As residential development continues to increase, the County is faced with the task of encouraging existing business expansion and attracting new business and industry to the County to provide jobs and additional tax revenue. As mentioned earlier, because of the high costs that are associated with residential development and the relatively low costs attributed to commercial/industrial development, it is imperative that there be an adequate



Source: Carroll County Dept. of Management & Budget

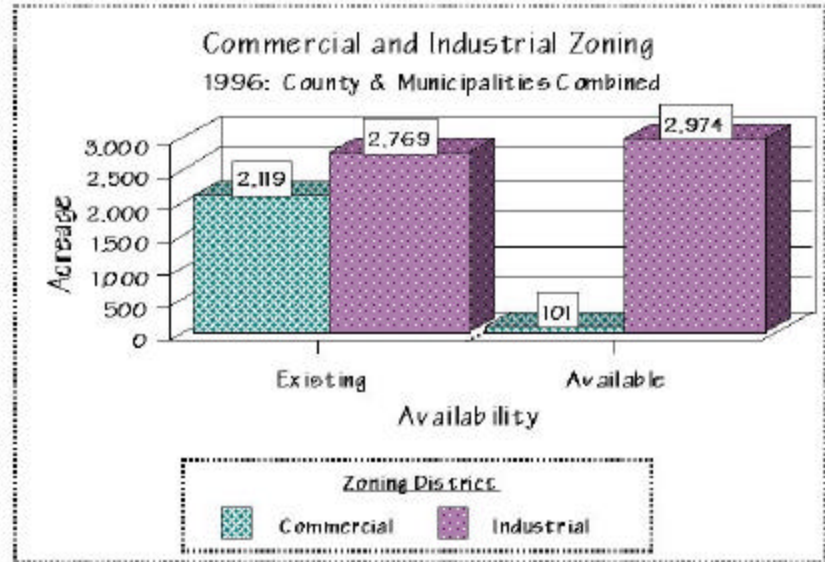
non-residential tax base in the County.

Currently, commercial and industrial development accounts for 12 percent of the assessable base. This falls far short of neighboring counties, whose commercial and industrial development accounts for upwards of 20 percent of their assessable base. It also falls short of what the County needs to maintain its level of services in the face of increasing

residential growth without substantially increasing taxes. Depending upon the rate and value of residential growth, the rate and value of commercial and industrial growth will need to keep pace with that residential development just to remain at the 12 percent level. To increase to a higher percentage of the total assessable base, the rate and value of commercial and industrial development would need to outpace that of residential development.

Attracting industrial and business uses to Carroll County is made more difficult because of the lack of an interstate highway traversing the County, although the Maryland Midland Railway provides opportunities for freight movement and connection to other larger railroad systems. As a result, the County must ensure that its industrially-zoned land is the most ideal land possible in terms of location, suitability for development, the provision of services, and access. This requires knowledge of the types of industries that are and will be attracted to the County, as well as their infrastructure and other service needs. The Master Plan and its implementation measures must ensure that ample opportunities exist for both the retention of current business and industry and the attraction of new business and industry.

To provide employment for the residents of the County, it is essential that the types of jobs created match the skills of those who live here and are expected to move here in the future. The 1990 Census shows that those areas which are the fastest



INDUSTRY OF EMPLOYED PERSONS (16 Yrs & Over) 1990		
Industry	Number	Percent
Agriculture, forestry, & fisheries	1,956	2.97
Mining	174	0.26
Construction	7,812	11.85
Manufacturing, nondurable goods	4,458	6.76
Manufacturing, durable goods	5,564	8.44
Transportation	2,167	3.29
Communications & other public utilities	1,913	2.90
Wholesale trade	2,963	4.49
Retail trade	9,773	14.82
Finance, insurance & real estate	4,510	6.84
Business & repair services	3,096	4.70
Personal services	1,405	2.13
Entertainment & recreational services	646	0.98
Health services	5,206	7.90
Educational services	4,838	7.34
Other Professional & related services	4,109	6.23
Public administration	5,334	8.09
TOTALS	65,924	

growing in the County are also those areas whose residents have the highest levels of education, highest household incomes, and longest commuting times. They also tend to be employed in “white collar” professions. Since these statistics increased from the 1980 Census, it can be surmised that the newer residents attracted to the rapidly growing parts of the County generally have these characteristics as well. It is not known if this trend will continue in the future. Unless the County is able to attract businesses and industries that employ people with the skills and income demands of the County’s current and future residents, it will only exacerbate the commuting situation. Residents of neighboring counties and Pennsylvania would be attracted to the current types of jobs, using County roads to reach them and taking their income revenues with them, while County residents continue to commute to jobs elsewhere.

Recommendations

- A. Adopt a Historic Preservation Plan and a Heritage Plan for the County to take advantage of the tourism value of its historic and cultural sites.
- B. Assist the Tourism Bureau in the location of sites for visitor’s information centers to ensure that appropriate sites can be located.
- C. Improve the visual image of the County’s gateways through a review and modification of zoning and site plan development criteria to make the County more attractive for tourism.
- D. Develop a proposal for the Maryland Heritage Areas Program.

Fiscal Impact to the County

Increasing the commercial and industrial tax base in the County will have a positive fiscal impact to the County. Maintaining the percentage of commercial/industrial tax base at 12 percent of the value on new construction results in an increase of approximately 17,850 jobs projected by the year 2020. The value of all commercial/industrial uses would increase to \$1.3 billion. Up-front costs to attract economic development, such as building roads and providing water and sewer, should reduce the potential fiscal benefits.